

2025 National Pacific Business Awards

Celebrating Pacific Business Excellence



2025 Application Information and Criteria



Key dates

Entries are open from **Monday 14 July, 2025**

Entries close: **29 August 2025, 4pm**

All completed entries must be received on or before 4pm.

Judging Process: **Week of 15 September, 2025**

Judging panels convene to assess applications.

Business finalists notified: **Week of 22 September, 2025**

Pacific Business Trust informs all business entrants of the outcome.

Pacific Business Awards Event: **15 October, 2025**

The Cordis Hotel, 83 Symonds Street, Tāmaki Makaurau Auckland.

6pm networking, awards and dinner 7pm - 10:30pm.



What you need to know before applying

- Applications for all Awards open to non PBT members.
- You can enter if you are currently operating a registered solvent Pacific business in Aotearoa New Zealand.
- Ownership of the business must be 50% by a person(s) who is of Pacific descent.
 - These awards are open to a business of any size, trading domestically and/or internationally.
- You must read the entry guidelines and criteria when completing your entry. Keep your responses relevant and succinct to the questions and category you are applying for.
- You can apply for multiple categories in the online portal, and ensure you meet the category criteria.
- You can provide videos, testimonials etc that support your application and are relevant to the category you are applying for.
- You are able to save and come back to your application or edit it after submitting by creating a Jotform account.
- Provide sufficient information so the Judges can evaluate your entry and make an informed decision. The judge's decision is final.



What are the benefits of applying for the Awards?

As Pacific navigators and natural storytellers, this is a prime opportunity to showcase you and your business. Your success and achievements are worthy of being celebrated with the business community and wider networks, here is a national platform to do this!

There are several benefits for you and your business:

Brand exposure

Finalists and winners gain media exposure, featuring in event promotions, press coverage, and digital campaigns.

Public acknowledgment

Being recognised at a national level enhances reputation within the Pacific business and wider community.



What are the benefits of applying for the Awards?

Connections with industry leaders

The awards event brings together influential business leaders, sponsors, corporate partners and government representatives, opening doors to potential ventures and partnerships.

Team recognition

Awards recognise the collective efforts of staff and stakeholders, boosting morale and reinforcing purpose as a business.

Pride in cultural identity

Celebrating Pacific excellence fosters pride in business achievements, cultural identity and encourages intergenerational inspiration.

Strategic review and reflection

The application process encourages businesses to reflect on their goals, achievements, and areas for improvement. It provides authentic storytelling of successes and resilience as business leaders.



2025 Pacific Business Award Category Selection

There are seven business awards we have this year, and you can apply for more than one of the business categories.

Business Excellence in Retail

Business Excellence in Construction, Infrastructure and Trades

Business Excellence in Hospitality, Accommodation and Food Services

Business Excellence in Creative Arts

Business Excellence in Technology and Innovation

Excellence in Professional, Business and Support Services

Pacific Community Impact Award

Supreme Business Excellence Award



General Business Information

Below is the general business information you will need to provide to be eligible.

Legal name of business
Trading name of business
NZ Business Number
Contact name (of person completing application)
Title (of person completing application)
Structure of business
Physical business address
Postal business address
Email contact
Cellphone number
Website address
How long has the business been trading?
How long under the current ownership?
Total number of employees (e.g. part-full time, casual)
Why are you applying for the awards?



Business Biography

The following questions provide the Judges with a general overview of your business and is compulsory to complete.

Business outline

Tell us about your business and what inspired you to start it? (e.g. vision, values, mission)

Business features

How does your business manage and measure customer/stakeholder expectations and satisfaction?

Describe how your business contributes to the community and/or industry?
What is your point of difference or competitive advantage?

Business achievements

What are your significant business achievements? This may include business growth, technology improvements, awards recognition and celebrations.



Business Biography

Staff training and initiatives

How are staff trained, motivated and developed?

General

Describe where you see your business in the future?

What makes your business an award winner?

What are you most proud of?

Describe the business' financial performance to demonstrate any trends over time, and as a possible indication of future performance.

Note: Actual financial data is not required, rather a snapshot of trends and how it is measured to enhance business performance.



Business Excellence in Retail

The Excellence in Retail Award celebrates the businesses that turn everyday shopping into unforgettable experiences — bringing products to life and creating moments of delight for customers across Aotearoa.

This award honours retailers who go above and beyond to deliver exceptional service, innovative products, and creative in-store or digital experiences that set them apart. From charming boutique stores to major retail giants, it recognises those who transform transactions into genuine connections and lasting impressions.



Business Excellence in Retail

Who qualifies?

Open to retail businesses of any size, it shines a spotlight on those who achieve strong sales performance, market growth, and customer loyalty — all while fostering innovation and investing in the growth and development of their teams.

Winning this award is more than a mark of retail excellence — it's a celebration of your passion, your people, and your dedication to turning every interaction into something special.

Now is your moment to step into the spotlight, share your story, and show how your business is redefining retail in Aotearoa. Inspire, connect, and lead — and let your success be celebrated.

Examples of Retail industries include (but are not restricted to):

Buying – Selling – Manufacturing of goods and services – Supermarket – Grocery – Specialised Food Retailing – Car/Motor Vehicle Retailing – Convenience Store – Online Retail



Business Excellence in Retail – category questions

1. What are the distinctive and standout features of your product offering?
1. How have you adopted new technologies or practices to improve customer experience and meet customer needs?
Describe how these improvements have driven revenue growth for the business.
2. How has your marketing or brand positioning improved your performance and growth?
3. How do your support services contribute to a positive online customer experience?
4. What ethical or environmental sustainability approaches has your business adopted in your operations?



Business Excellence in Construction, Infrastructure and Trades

The Excellence in Construction, Infrastructure and Trades Award celebrates the businesses that are literally building the future of Aotearoa — transforming skylines, connecting communities, and raising the standard of excellence across the industry.

This award honours those who deliver outstanding workmanship, cutting-edge solutions, and exceptional service, all while demonstrating strong leadership, a skilled and empowered workforce, and a steadfast commitment to safety and sustainability.

From major infrastructure and commercial projects to bespoke residential builds and specialised trade services, this award recognises the businesses that take immense pride in their craft and continually push the industry forward.



Business Excellence in Construction, Infrastructure and Trades

Who qualifies?

Open to businesses of all sizes, it shines a spotlight on those who not only achieve remarkable project outcomes but also make a lasting, positive impact on their communities and the environment.

Winning this award is more than a mark of industry leadership — it's a powerful recognition of your dedication to excellence, your drive to innovate, and your commitment to building a legacy that will shape Aotearoa for generations to come.

Now is your time to step forward and share your story. Show us how your business is laying the foundations for a stronger, more connected future — and why your success deserves to be celebrated.

Examples of Construction, Infrastructure and Trades services (but are not restricted to):

Residential – Non-residential building – House construction – industrial and commercial –
Heavy – Civil Engineering – Land development – Preparation services – Installation



Business Excellence in Construction, Infrastructure and Trades – category questions

1. How do you demonstrate outstanding workmanship and deliver exceptional project outcomes?

Provide examples of recent projects that highlight your quality, attention to detail, and commitment to excellence

2. How do you foster strong leadership, build a skilled workforce, and empower your team?

Explain how you invest in people — from training and safety to wellbeing and career growth.

3. Describe your commitment to sustainability and environmental responsibility in your projects or operations.

4. What initiatives or practices have you implemented to minimise impact and build a better future?



Business Excellence in Construction, Infrastructure and Trades – category questions

5. What health and safety plans have you successfully implemented that ensured quality delivery?
6. What new advancements have you integrated in your business (e.g. technology, materials, design) that have been sustainable and reflective of industry standards?
7. How has your contribution in the community influenced positive outcomes, either at a regional, national or global scale?



Business Excellence in Hospitality, Accommodation and Food Services

The Excellence in Hospitality, Accommodation & Food Services Award is a tribute to the heart and soul of Aotearoa's vibrant landscape — the businesses that transform everyday moments into unforgettable experiences.

This award recognises those who don't just serve food, provide accommodation, or run events — they create memories, spark joy, and connect people through passion, creativity, and exceptional quality. Whether you operate a boutique hotel, a lively café, a fine dining restaurant, or a catering business, this is your opportunity to shine and be celebrated for your outstanding service and innovative offerings.

We're looking for businesses that lead with heart — those who continuously raise the bar, delight customers with thoughtful details, and inspire loyalty through genuine care and excellence. This award honours your creativity, your commitment to quality, and your ability to craft experiences that linger long after the last bite or farewell.



Business Excellence in Hospitality, Accommodation and Food Services

Who qualifies?

This award is open to businesses of all sizes across the hospitality, accommodation, and food service sectors. It's your moment to share your unique story, showcase your flair, and demonstrate how you make every guest feel truly special — from the warmest welcome to the final farewell.

Winning this award means more than recognition — it's a celebration of your passion, your people, and your dedication to creating spaces and moments that guests remember and cherish.

Step forward, share your journey, and show Aotearoa why your hospitality business is a beacon of excellence in an ever-evolving industry. Your story could inspire others and highlight the true power of hospitality to bring people together and enrich lives.

Examples of Hospitality, Accommodation and Food Services include (but are not restricted to):

Accommodation – Food & Beverage – Pubs – Taverns – Bars – Clubs – Cafes - Restaurants –
Take-aways – Hotels - Motels – Camping Grounds – Resorts



Business Excellence in Hospitality, Accommodation and Food Services – category questions

How does your business deliver outstanding customer service and exceed guest expectations?
Share specific examples of how you go above and beyond to make guests feel valued and cared for, training and development, personal touches.

What makes your hospitality, accommodation, or food service offering unique?
Describe your key products or experiences — for example, special dishes, cultural experiences, or service standards that set you apart.

How have you demonstrated innovation or adaptability in your business?
Describe how you've introduced new ideas, adapted to market changes, or developed creative solutions to challenges.

How do you ensure your business continues to evolve and meet the changing needs of guests?
Describe your approach to feedback, continuous improvement, and future planning.

How do you foster a culture of passion, teamwork, and excellence within your business?
Explain how your team contributes to your success and how you support their growth and wellbeing.



Business Excellence in Creative Arts

The Excellence in Creative Arts Award honours the visionaries who move hearts, challenge minds, and shape the cultural landscape of Aotearoa and beyond.

This award celebrates businesses and individuals who push boundaries, redefine what is possible, and use their creative gifts to inspire and uplift. From design and performing arts to film, music, writing, and beyond, it recognises those who transform imagination into powerful expressions that celebrate culture and leave a legacy.



Business Excellence in Creative Arts

Who qualifies?

Open to all who demonstrate artistic excellence, innovation, and a strong commitment to making a positive social and cultural impact, this award shines a light on the creators who turn ideas into transformative experiences.

Whether you're a designer, visual artist, performer, musician, filmmaker, writer, or creative entrepreneur, this is your moment to showcase how your work preserves cultural identity, uplifts communities, and sparks future generations to dream bigger and create boldly.

Winning isn't just about recognition — it's a celebration of your courage to tell stories, your dedication to your craft, and your power to connect and inspire through art.

Examples of Creative Industries include (but are not restricted to):

Creative and Performing Arts – Musicians – Writers – Music Groups – Theatre Arts – Choral Groups – Comedians – Dancers – Screen and Play Writing – Artists – Choreography – Composing – Costume Design – Writer – Filmmaker



Business Excellence in Creative Arts – category questions

What makes your creative work unique or distinctive?

Describe the key themes, styles, or elements that set your work apart and make it meaningful.

How have you demonstrated excellence or innovation in your creative practice?

Share any new techniques, collaborations, or creative approaches you've introduced to your work or industry.

How do you connect with or inspire your community or key audience(s) through your creative work?

Explain the impact of your art on your audience, community engagement, or cultural storytelling.

What is your vision for your future as a creative?

Outline your goals for growth, new projects, or ways you plan to uplift and inspire others.

How have you grown market presence and resilience in your business?



Business Excellence in Technology and Innovation

The Excellence in Technology and Innovation Award celebrates the visionary businesses shaping the future — those bold enough to challenge the ordinary and brave enough to redefine what's possible.

This award honours the trailblazers who transform big ideas into real-world solutions, creating new ways to connect, work, and live. From pioneering start-ups to established industry leaders, it shines a spotlight on businesses that harness cutting-edge technology and innovative thinking to solve complex challenges, drive progress, and make a powerful impact across Aotearoa and beyond.

We're looking for businesses that don't just keep up with change but lead it — those who turn ambition into action, push boundaries, and set new standards for their industries. Whether through revolutionary products, disruptive services, or forward-thinking business models, these innovators inspire others and pave the way for a better, more connected future.



Business Excellence in Technology and Innovation

Who qualifies?

Open to businesses of all sizes and sectors — from tech companies and manufacturers to service providers and social enterprises.

Applicants must demonstrate bold thinking, a strong culture of innovation, and a clear commitment to turning ideas into measurable impact.

We're looking for those who have introduced innovative products, services, or solutions that drive growth, create new opportunities, and deliver real benefits to people, industries, or communities.

Winning this award is more than a recognition of technical excellence — it's a celebration of fearless vision, relentless curiosity, and the power to shape tomorrow.

Now is your time to step forward, share your story, and inspire Aotearoa with how your business is changing the game.



Business Excellence in Technology and Innovation – category questions

What specific technology or innovation have you implemented in your business, and how has it been used to support your clients or customers' needs?

How does your business foster a culture of innovation and encourage creative thinking within your team? What strategies or practices do you use to turn bold ideas into successful outcomes?

Describe the measurable results or outcomes your innovation has achieved.
Include evidence such as market growth, customer adoption, improved processes, or positive social/environmental impact or challenges?

In what ways has your business challenged the status quo or inspired change in your industry or community?



Business Excellence in Technology and Innovation – category questions

How do you ensure your business stays future-focused and continuously evolves in a fast-changing world?

Tell us about your approach to research and development, staying ahead of trends, or adapting to new challenges. Provide examples of how you have influenced others or set new standards.

What impact has this had on your business in terms of commercial success or market traction (e.g. sales growth, user adoption, partnerships).



Business Excellence in Professional, Business and Support Services- category questions

Who qualifies?

Open to businesses of any size in the professional and support services sectors, this is your moment to shine and showcase your leadership, impact, and dedication to helping others thrive.

Winning isn't just a mark of excellence — it's a celebration of your vital role in shaping a stronger, more successful business landscape.

Examples of Professional, Business and Support Services include (but are not restricted to):

Market Research – Consultancy and Advisory Services – Photography - Administration – Legal – Accounting Services – Advertising – Employment Placement and Recruitment Services – Casting Agency – Travel Agency - Tour Operations – Office administration – Call Centre



Business Excellence in Professional, Business and Support Services- category questions

What makes your business or service stand out in your field?

Describe your key strengths, areas of expertise, or unique approaches that set you apart.

Share how your business has demonstrated innovation or introduced new approaches in your services to address a problem or meet a specific need.

Describe the impact your business has had on your clients, industry, or wider community.

Include measurable outcomes or success stories that illustrate your contribution beyond financial results.

How do you deliver excellence and create value for your clients or customers?

Explain your service standards, client relationships, and how you measure success and impact.

How have you demonstrated innovation or leadership within your industry?

Share examples of new solutions, systems, or initiatives you have introduced to improve your business.



Pacific Community Impact Award

The Pacific Community Impact Award honours businesses and organisations creating real, lasting change across Aotearoa. Celebrating heart-led leadership and a deep commitment to social and community good, this award shines a light on those empowering youth, preserving culture and identity, creating jobs, and driving health and wellbeing initiatives.

Who qualifies?

Open to Pacific-owned businesses and charitable organisations making a measurable difference, it recognises those who embody Pacific values of service, connection, and collective impact.

Winning this award is more than recognition — it's a powerful testament to the spirit of community and collectivism, leaving a legacy of empowerment for generations to come.



Pacific Community Impact Award – category questions

What inspired you to start your initiative, or programme in the community, and what need or opportunity in the Pacific community does it address?

What are the main outcomes or positive changes you have achieved for the community?
Share specific results, stories, or examples that show your impact.

How do you incorporate Pacific values, culture, or traditions into your work?
Describe how you engage with community, honour cultural practices, or promote Pacific identity.

What partnerships or collaborations have strengthened your community impact?
Explain how you work with other groups, organisations, or individuals to deliver your initiatives.

How do you measure the success and effectiveness of your impact?
Describe any feedback, evaluation processes, or indicators you use to track your outcomes.

What challenges have you faced, and how have you overcome them?
Share examples of resilience and adaptability in serving the community, and the sustainability of the programme or initiative.



Supreme Business Excellence Award

The Supreme Business Excellence Award is the ultimate honour — celebrating a business that shines above all others. This award recognises a standout leader that embodies vision, boldness, and resilience while making a powerful impact in the industry and business world.

Who qualifies?

Selected from all category winners, the Supreme Award goes to the business that sets new benchmarks, inspires others, and drives meaningful change.

Winning isn't just an achievement — it's a testament to your courage, excellence, and unstoppable drive to shape the future.

The overall supreme business excellence award will be selected among the winners from the seven award categories. The Judges will be looking at overall business excellence, sustained growth, finances and performance, innovation, leadership, and strong people culture.



How to apply

[Complete the application form](#) by 4pm, 29 August, 2025.

If you have any questions, please email awards@pacificbusiness.co.nz or phone 0800 287 7526.

Visit <https://www.pacificbusinessawards.co.nz/> for more information.



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